GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:1820
ANSWERED ON:04.05.2016
Services through Mobile
Reddy Shri Ch. Malla

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

a) whether banks, retailers, airlines and other entities are allowed to offer their services through mobile;

(b) if so, the details thereof;

(c) the monitoring mechanism in this regard; and

(d) the likely benefit of such services to the mobile customers?

Answer

THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY
(SHRI RAVI SHANKAR PRASAD)

(a) Yes, Madam

(b) to d) The government has notified "Framework for Mobile Governance" in Jan 2012 to utilize the massive reach of mobile phones and harness the potential of mobile applications to enable easy and round-the-clock access to public services, especially in the rural areas. The framework aims to create unique infrastructure as well as application development ecosystem for m-Governance in the country. The following main measures have been laid down as part of the framework:

i. Web sites of all Government Departments and Agencies shall be made mobile compliant, using the "One Web" approach.
ii. Open standards shall be adopted for mobile applications for ensuring the interoperability of applications across various operating systems and devices as per the Government Policy on Open Standards for eGovernance.
iii. Uniform/ single pre-designated numbers (long and short codes) shall be used for mobile-based services to ensure convenience.
iv. All Government Departments and Agencies shall develop and deploy mobile applications for providing all their public services through mobile devices to the extent feasible on the mobile platform. They shall also specify the service levels for such services.

With a view to facilitate Mobile Banking for financial inclusion, TRAI has, through Mobile Banking (Quality of service) Regulation 2012 (as amended), mandated the telecom access providers to facilitate not only the banks but also the authorized agents of the banks to use SMS, USSD and IVR to provide banking services to the banks' customers. Besides, TRAI has, through the Telecommunication Tariff (56th amendment) Order, 2013, prescribed a ceiling tariff of Rs. 1.50 per USSD session for the USSD based Mobile Banking Service. Mobile applications have been used by all the States/UTs and various Central Government departments for delivering their services to citizens.

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